Candy Bar Gazebo

1984 Winter - Issue 1

Welcome to the first issue of Candy Bar Gazebo, the official publication of The Great American Candy Bar Club. Now what's a gazebo? A gazebo is a small, decorative building or garden house offering an excellent view of the surrounding landscape. So what's more pleasant than sitting in a gazebo, biting into a candy bar, and viewing the world of candyland nostalgia and of the present through chocolate/pecan/marshmallow/caramel/almond/coconut/butterscotch/nougat-colored eyeballs?

You'll find all kinds of new material in each issue, about new bars, about old bars, about changes in the industry, about fellow collectors and candy bar lovers, a recipe or two now and then, special offers for members only, and all kinds of other goodies. Welcome aboard!

SOME OLDIES IN THE NEW NESTLÉ'S NEST

Nestlé has signed a letter of intent with the Terson Company to take over its confectionery line of candy bars. Among them are such grand old names as Oh Henry!, Chunky, Bit-O-Honey, Goobers, Sno-Caps, and Raisinets. Terson had purchased them all from Ward Foods in 1980. Some of the bars that Ward made no longer being produced were Time Out!, Freckles, Tweet Tweets, Cheers, and Chocolate Sponge.

The Oh Henry! bar was first manufactured by George Williamson back in 1921. Before going into the candy business on his own, Williamson had been a newspaper man, writing copy and selling advertising, and a candy salesman. Milk chocolate-covered to start, the covering saw a change to confectioners coating in 1952. (What will Nestlé do? Go back to a milk chocolate covering? Sure hope that's done as the newly formulated Nestlé milk chocolate is really tasty.) In 1966 the Williamson Candy Company was sold to Warner-Lambert Pharmaceutical Company, who in turn sold it to Ward Foods in 1970.

The Chunky Bar was originated by Phil Silvershein in 1936, and was sold through the Top Notch Candy Company in New York City. The

piece weighed 1¼ ounces, was unwrapped, and sold for 2¢. The bar was first handwrapped in 1944 when it was selling for 5¢.

In 1949 the Chunky Corporation was sold to Mr. Jeff Jaffe. He also bought another candy company, the Schutter Candy Company, in 1962, from the International Match Company. (That company had taken it over from Universal Match Company in the late 1950s - Universal had bought it in the 1940s.) The big seller was the Bit-O-Honey bar, which had a few companion bars for a short while such as Bit-O-Licorice and Bit-O-Peanut Butter. Mr. Jaffe sold Chunky and Bit-O-Honey to Ward in 1967.

Goobers, Sno-Caps, and Raisinets were all introduced by Blumenthal Brothers in Philadelphia, a family-owned business until 1969 when taken over by Ward Foods. The sales of Raisinets and Goobers were insignificant until their entry into the theater concession business in the late 1920s. Special packages that retailed for 5¢ were made for the two key theater supply houses at the time, Berlo and ABC. The two groups controlled the theater supply business from the east coast to the Mississippi River.

Today Raisinets, Goobers, and Sno-Caps as a group, rank at or near the top as best-selling theater items nationwide.

Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publication of articles therein dependent on approval of the editor and the availability of space. No paid advertising taken.
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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a self-addressed stamped envelope.

Active membership requires an annual fee of $10.00. Active members receive quarterly issues of Candy Bar Gazebo and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo , if not out of print, are available at $3.00.

All correspondence should be sent to: Ray Broekel, Six Edge Street, Ipswich, MA 01938.

THE GREAT AMERICAN CANDY BAR BOOK

The Great American Candy Bar Book had a printing of 10,000 copies and is now considered a collector's item. Some copies are still available at $9.50 (that includes postage and handling) from the club.

If you already have a copy of the book, make this change on page 101 - the only typo in the book - it should be Philip Silvershein, not Philip Silverstein.

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Have you seen this new candy bar in your area? It's called the Outlaw bar, made by Goetze's Candy Co., Inc., Baltimore, Maryland. It's a tasty bar, "A round-up of roasted peanuts and caramel with a rich dark coating." The wrapper is yellow, orange, and white, with printing being in chocolate brown.

NEW
OUTLAW
"MOST WANTED"
NET WT. 1.6 OZ.
(45.4g)
"A ROUND-UP OF ROASTED PEANUTS AND CARAMEL WITH A RICH DARK COATING"
OUTLAW
INGREDIENTS: SUCROSE, CORN SYRUP, PARTIALLY HYDROGENATED VEGETABLE OILS (MAY CONTAIN THE FOLLOWING: PEANUT, COCONUT, SOYBEAN, COTTONSEED), ROASTED PEANUTS, FLOUR, CONDENSED MILK (NON-FAT), COCOA PROCESSED WITH ALKALI, DEXTROSE, MODIFIED WHEY, SALT, SORBITOL, MONO & DIGLYCERIDES, LECITHIN, NATURAL & ARTIFICIAL FLAVORS.
0 706222
MFD. BY GOETZE'S CANDY CO., INC. BALTIMORE, MD. 21205 U.S.A.

RECIPE CORNER

As promised, here's a recipe, not for making a candy bar, but for using a candy bar in a recipe. It's reproduced from the book, 60 New Ways To Serve a Famous Candy, published by the Williamson Candy Company in 1926. (Ray Broekel's new book, tentatively titled Sweet Nickel Nostalgia, to come out later this year hopefully, will have a whole section devoted to candy bar and candy recipes.)

Oh Henry! Toast for Afternoon Tea

4 thin slices white bread
butter
1 Oh Henry! bar

Toast the bread golden brown, remove the crusts, butter, cut each slice into halves, then lay on each piece very thin slices of Oh Henry! allowing these to almost touch. Place in hot oven - 375-400 degrees F. - for from three to four minutes to allow Oh Henry! to heat and soften. Serve at once. (Note - back in 1926 Oh Henry! was chocolated coated, so today's Oh Henry! tea toast will taste a tad different because of the confectioners coating.)

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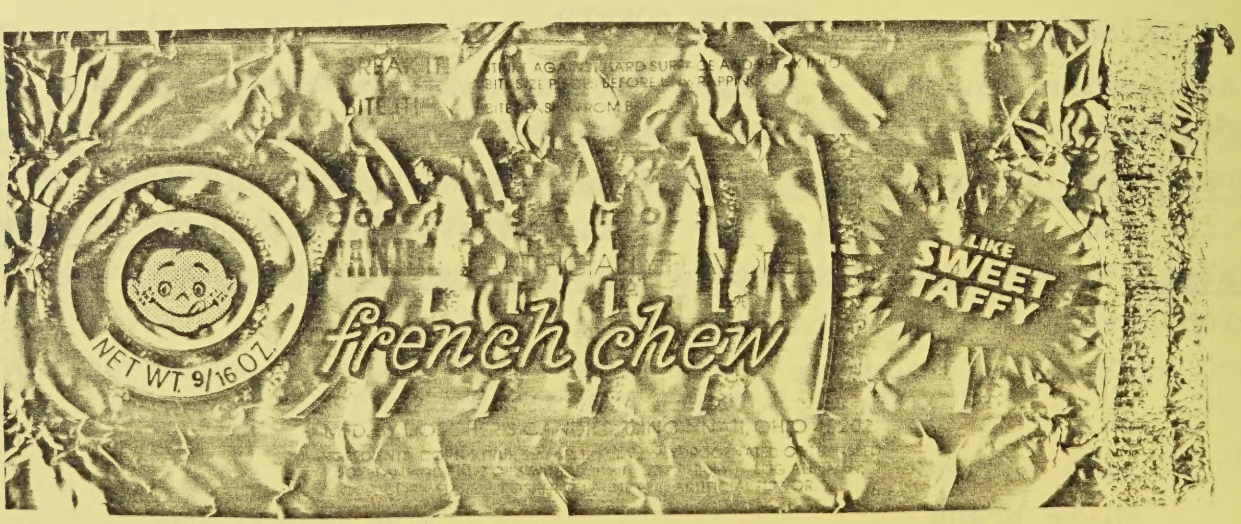
SAMPLING TIME

As a regular feature, Candy Bar Gazebo plans to offer you the opportunity to purchase candy bars from other parts of the country that might not be available where you live. So here's a chance to treat yourself and your friends. All bars have been pre-selected and are offered as a service only. If interested in obtaining the bar featured, read the information that follows. This issue features the Doscher French Chew bar. It's a soft, chewy sweet taffy available in vanilla, strawberry, and chocolate flavors.

Name of bar: French Chew (specify vanilla, strawberry, or chocolate)
Quantity of bars needed in order: 36
Cost - Bars plus shipping: $8.00 plus $2.00 postage and handling
Special member price: $8.50 postage and handling included
Who to contact: Dean Leibson, or Bill Doscher
Doscher's Candies
24 West Court St.
Cincinnati, OH 45202

Enclose check, where to ship, and do mention you are a member of The Great American Candy Bar Club to get the special price.

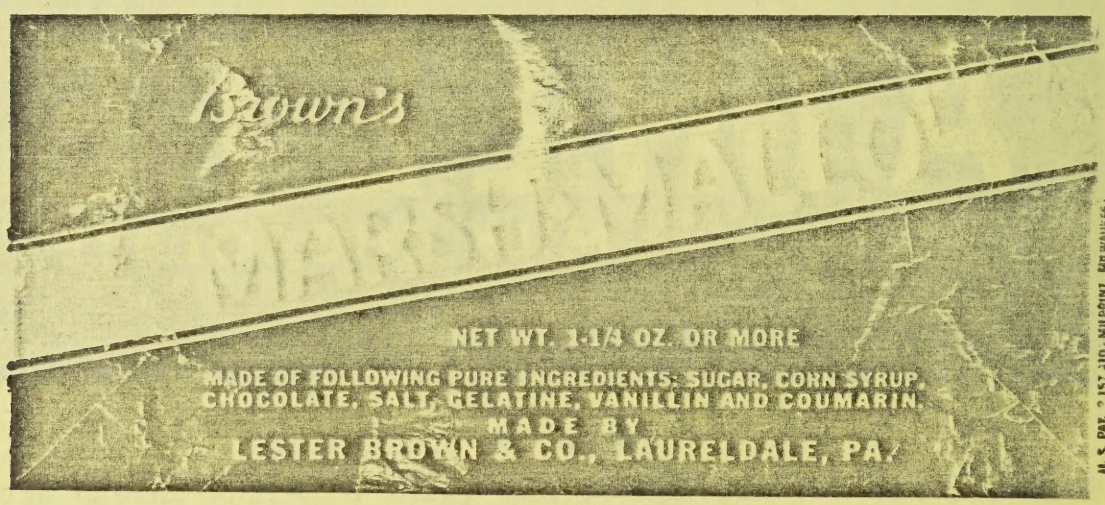


The Athlete Bar reproduced below is a 1940s wrapper. Manufactured by Bachman Chocolate Mfg. Co., Mount Joy, PA, the Athlete Bar if it were around today would have been a good candidate for the Olympics as its official chocolate bar. Pictured on the front of the wrapper was a sprinter all in gold, symbolic of the Olympic Gold Medal. On the back of the wrapper were pictured a hurdler, a football player, a golfer, and a bowler. The wrapper was in a metallic red, with printing in brown, gold, and in white dropout. The back of the bar carried the legend, "Athlete Bar is delicious milk chocolate. The dextrose sugar in Athlete Bar is a source of quick food-energy. Athlete Bar is well balanced as to taste and nutrition. Athlete Milk Chocolate Bars with Almonds, and with Peanuts, are equally pure and tasteful. All Athlete Bars contain dextrose sugar."

Another Pennsylvania confectionery operating in the 1940s, but not around today, was Lester Brown & Co., in Laureldale, PA. Three bars produced by Brown are shown on the next page. The Wintergreen Pattie bar wrapper was blue, red, yellow, and white. The Supreme Marsh-Mallo bar wrapper was brown, red, white, and robin egg blue. The third bar was called Susie Brown's Delicious Marshmallow chocolate covered bar. Wrapper colors were brown, yellow, and red.

And on the page following the Brown wrappers is a late 1950s ad by the Howard B. Stark Company (still most active) of Pewaukee, WI. Snirkles, caramel version, is still going strong, but Licorice and Chocolate Snirkles aren't.

MANUFACTURED BY
LESTER BROWN & CO.
LAURELDALE, PA.
Brown's
5¢
Wintergreen Pattie
NET WT. 1½ OZ.
As you like it!
INGREDIENTS:
SUGAR, CORN SYRUP, CHOCOLATE,
EGG ALBUMEN, OIL OF WINTERGREEN


Brown's
MARSHMALLOW
NET WT. 1-1/4 OZ. OR MORE
MADE OF FOLLOWING PURE INGREDIENTS: SUGAR, CORN SYRUP,
CHOCOLATE, SALT, GELATINE, VANILLIN AND COUMARIN.
MADE BY
LESTER BROWN & CO., LAURELDALE, PA.
U. S. PAT. 2,157,410; WALPRINT, MILWAUKEE

NET WT. 1-1/4 OZ.
Susie Brown's
DELICIOUS
MARSHMALLOW
CHOCOLATE COVERED
MADE OF THE FOLLOWING PURE INGREDIENTS: SUGAR, CORN
SYRUP, CHOCOLATE, SALT, GELATINE, VANILLIN AND COUMARIN
MADE BY
LESTER BROWN & CO-LAURELDALE, PA.

from HOWARD B. STARK
licorice snirkles
SNIRKLES
5¢ candy bars
3 really good
caramel snirkles
SNIRKLES
and the
NEW
CHOCOLATE SNIRKLES
wonderful chocolate snirkles
HOWARD B. STARK CO., PEWAUKEE, WIS.

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ANOTHER NEW ONE

Here's another new bar, and if you are into dark chocolate it could be to your liking. Christopher's Irish Cream Mints is made by Ben Myerson Candy Company of Los Angeles. The three pieces inside each wrapper are indeed yummy, especially if you are into creamy centers and like the combination of dark chocolate, fresh dairy cream, chocolate liquor, cocoa powder, oil of peppermint, along with other ingredients.

Club Information

Letters, questions, and interesting tidbits from members are always welcome. Please take the time now to write a short, five-line descriptive piece about your special interests in candy bars. Please specify if you wish to buy/sell, swap, or just exchange information about candy bar items. From time to time members will be highlighted in issues of Candy Bar Gazebo.

If you have friends you think would be interested in joining the club as active members, please pass along their names, or simply have them apply directly for membership.

Upcoming Shows

For those of you who'll be in the Los Angeles area, May 5th and 6th, set aside some time to attend "A Salute To Chocolate II," which will be held at the Los Angeles Convention Center. Expected are three times as many exhibitors as last year when 10,000 fans jammed the center, with thousands waiting outside to get in!